



LEASH UP. CLEAN UP. CAMPAIGN

TOOLKIT

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Toolkit Purpose

This toolkit is meant to make promoting and educating your community about the dog leash and litter laws a little easier! It is designed to help you generate awareness and support from your community to encourage all pet owners to keep their dogs on a leash when not in designated areas and to always clean up pet waste and dispose of it properly. This toolkit includes template key messages for use during interviews, sample social media posts, a pledge, graphics and video, and artwork for signs and postcards.. Feel free to customize these materials with localized information, quotes, and details that best meet your needs. When using social media, please make sure you are tagging @AZParksRec in your Facebook and Instagram posts and using the hashtag #LeashUpCleanUp. Be sure to send us photos and videos from your agency activities and the creative ways you have used these materials.

Key Messages & Speaking Points

- The Mission of the Leash Up. Clean Up. campaign is a collaborative, statewide effort to encourage and remind people to keep their dogs on a leash and clean up after their pets.
- The Leash Up. Clean Up. campaign was started to address a common issue among cities all over the nation, to educate communities in Arizona about the laws regarding having dogs on a leash and picking up their dog's waste.
- The Leash Up. Clean Up. campaign encourages pet owners to keep their dogs on a leash when not in designated off-leash areas and clean up after their dog, picking up their poop, which keeps the community safe and clean.
- The goals of the Leash Up. Clean Up. campaign are to increase awareness about Arizona Leash Laws and to communicate the negative impact dog waste has on the environment, health, and public safety.
- Arizona State Law ([A.R.S. 11-1012](#): Dogs not permitted at large; wearing licenses) reads "D. No person in charge of any dog shall permit such dog in a public park or upon any public school property unless the dog is physically restrained by a leash, enclosed in a car, cage or similar enclosure or being exhibited or trained at a recognized kennel club event, public school or park sponsored event."
 - Each city or town has its own laws also governing leash laws. For your area's laws, contact your local police department or consult your city code.
- Solid waste disposal, or failure to clean up one's pet waste, is subject to regulation under [A.R.S. Title 49](#).
 - Each city or town has its own laws also governing pet waste cleanup. For your area's laws, contact your local police department or consult your city code.

Social Media Toolkit

You can get involved in *Leash Up. Clean Up.* by:

- Using the [official logo](#) and the hashtag #LeashUpCleanUp on your organization's social media
- Sharing why it's important to your organization/community to have pets on a leash and owners cleaning up after their pets
- Participate in national days designated in the campaign and viewable in our social media strategy toolkit below.
- Take the pledge and encourage those in your community to take the pledge

Social Media

If you have social media platforms such as Facebook, Twitter, and Instagram, here are some sample messages to generate awareness among your friends and followers. Customize these posts throughout the year and feel free to develop some more on your own!

Tag APRA in your posts, too.

- Facebook: [@AZparksRec](#)
- Instagram: [@AZparksRec](#)

Use the official *Leash Up. Clean Up.* campaign hashtag.

- #LeashUpCleanUp

Sample Leash Up Posts:

- Did you know that (Insert local park) has a dedicated area where you can take your dog off the leash? #LeashUpCleanUp
- Remember when you are at the park, you also share it with kids who may or may not be used to dogs #LeashUpCleanUp
- Remember when you are at the park, your dog may not understand how to play safely around children. #LeashUpCleanUp
- In Arizona, it's the law that your dog needs to be on a leash when out in public unless you are in an off-leash dog park. No matter where you take your dog or how well trained they are, your dog is safer when on a leash and you are too.
- Off-leash dogs are also dangerous to themselves. Few owners have drop-dead verbal control over their dogs, putting them at risk for running into nearby streets and being hit by cars, or getting lost.
- Did you say "Squirrel?" A dog on a leash can't go far on a leash, so better odds that he won't get lost or hurt. #LeashUpCleanUp
- Not everyone is a dog person – A loose dog can be a pest to others. Don't be that owner. #LeashUpCleanUp

- Dogs bite - If a dog is loose and gets scared or upset, it may bite. Keeping your dog on a leash gives you more control to prevent bites from happening. #LeashUpCleanUp
- Loose dogs sometimes make little dogs – keeping your dog on a leash helps to avoid accidental breeding. The safest way to prevent this is to spay or neuter your dog and then keep them leashed. #LeashUpCleanUp
- It's a dangerous world off-leash. Your dog may not be used to the wild outdoors. There are rivers, cliffs, hunting traps, and wild animals. Keep your buddy on a leash to avoid a tragedy. #LeashUpCleanUp
- If you see a stray dog or a dog that may be sick or abandoned, please call your county's animal control hotline (insert that info). #LeashUpCleanUp
- For a leashed dog, having an unleashed dog rush unwanted and uninvited into its personal space when it is restricted by the leash is a stressful event. Many owners who walk their dogs where off-leash dogs are prohibited, do so for a reason – their dogs aren't good at playing off-leash with other dogs. It is blatantly selfish and irresponsible to put these people and their dogs in the very situation they want to responsibly avoid. Remember, you and your dogs' welfare are not more important than that of others. #LeashUpCleanUp
- People who take their dogs to dog parks willingly assume that risk – those who walk only in leashed areas should not be forced to stay home by irresponsible owners.
- A dog that is off-leash from its owner is not only a potential threat to you and your pet, they are often potential victims of wild animals. Ask the owner to put their dog on a leash and remind them it's the law. If they decline, don't hesitate to call the non-emergency police number to report this incident. (insert #) #LeashUpCleanUp
- Off-leash dogs in on-leash areas are not only dangerous to other dogs but people as well. Most on-leash areas are multi-use, frequented by cyclists, skateboarders, joggers, and small children, all of whom are in danger when dogs run uncontrolled.
- If you are tempted to take your dog off-leash in an on-leash area – don't. Stop and consider the effect of your behavior on others who are using the area.
- Your dog is a walking liability! They could jump on someone who's afraid of dogs and make their fears much worse. They could exuberantly run up to say hello to someone and knock them over. They could simply rush in to say hello to another dog and scare the daylights out of them even though your dog is just trying to be "friendly."
- No dog owner can accurately predict 100% of the time how her dog will react when greeting another dog. #LeashUpCleanUp
- Your dog may be well trained, but others may not be, and walking your dog without a leash interferes with their pet's safety and others. #LeashUpCleanUp
- Even the most trainable and biddable dog, especially if young, might struggle with impulse control, immaturity, and/or other inherent drives and impulses that can impede reliability. #LeashUpCleanUp
- Keeping your dog on a leash when not in a designated off-leash area is safer for your pet for many reasons:

- They are less likely to be hit by a car
- Can't be stolen
- Less chance of a fight - Your dog is friendly, but who said the other dogs are, as well?
- Less chance it will eat something yucky or poisonous
#LeashUpCleanUp

Sample Clean Up Posts:

- The #LeashUpCleanUp Campaign is meant to increase awareness about the impact dog waste has on the environment, health, and public safety.
#LeashUpCleanUp
- Dogs can't flush. Scoop the poop. #LeashUpCleanUp
- On trails - Pack it in, pack it out. Don't pass it by. #LeashUpCleanUp
- A dog's digestive system can handle just about anything and often make its poop very toxic. Leaving your dog's waste on the ground carries some serious health risks for both people and dogs. #LeashUpCleanUp ([share video](#))
- Ever think it's no big deal if I don't pick up my dog's poop? Imagine that there's one dog for every ten people. In a medium-sized town of 100,000 people, that's 10,000 dogs. Now imagine if NONE of those people picked up their dog's waste. That's 10,000 to 20,000 poops on the ground every day! #LeashUpCleanUp
- The Environmental Protection Agency warns that dog waste is as harmful to our environment as chemical and oil spills. The pathogens contained in dog waste can make local waters unusable and can cause serious illnesses in people.
- We humans use toilets every day. So why don't we flush the animal waste down the toilet, too? The EPA suggests flushing dog poop is by far the most ecologically friendly removal method. Next time you clean up after your pet, think about flushing that poo.
- We have amazing staff that keep the park clean, but we need your help to keep our parks safe, healthy, and beautiful! #LeashUpCleanUp

Take The Pledge Posts

- Take the pledge. Make a commitment to #LeashUpCleanUp.
<https://bit.ly/leashupcleanuppledge>
- Cleaning up after your dog is kind and respectful. Help your community and take the pledge to #LeashUpCleanUp <https://bit.ly/leashupcleanuppledge>
- Cleaning up after your dog is healthy for you and your pet. Take the pledge to #LeashUpCleanUp <https://bit.ly/leashupcleanuppledge>
- Cleaning up after your dog is not one person's job but OUR community's responsibility. Help us out and take the pledge to #LeashUpCleanUp <https://bit.ly/leashupcleanuppledge>

Myth Buster Posts

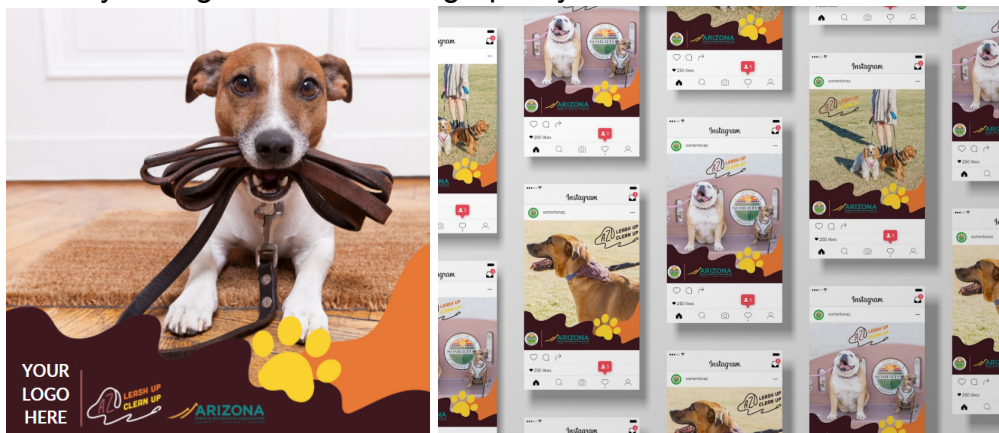
- MYTH: The park is a safe place to let dogs roam off-leash.
FACT: The park is not a safe place to walk dogs off-leash. Many dogs have been

lost, injured, or killed because irresponsible dog owners tried to use voice control at the park without providing standard safeguards for dogs. #LeashUpCleanUp

- MYTH: Off-leash access at (insert your city/town) is necessary because there is not sufficient off-leash access provided.
FACT: The (insert city/town) has designated (insert # of off-leash dog play areas throughout the city). (Link to locations) #LeashUpCleanUp
- MYTH: My dog's feces will break down naturally or act as a fertilizer.
FACT: Dog waste can take months or years to break down, and when it does it can deposit loads of toxins and bacteria into the soil.
If you find someone who is not picking up after their dog, open up a conversation with them and discuss some of the reasons this is an unhealthy practice.

Sample Social Media Photos

Link [HERE](#) to download photos and borders to use in any of the posts above. Feel free to add your logo and make the graphic your own.



Sample Monthly Themes

Use these themes to highlight the campaign throughout the year and be sure to include #LeashUpCleanUp along with some of the hashtags below:

January

- #NationalTrainYourDogMonth

- **Jan. 14 – National Dress Up Your Pet Day**
It's #NationalDressUpYourPetDay! Just remember, even when you dress up your pet, your dog must be on a leash. #LeashUpCleanUp

February

- **Responsible Pet Owners Month**
It's #NationalResponsiblePetOwnersMonth. Responsible pet owners #LeashUpCleanUp after their dog. Do you?
- **Feb 3.- Doggy Date Night**
It's #NationalDoggyDateNight. Remember when you are celebrating doggy date night to #LeashUpCleanUp
- **Feb 20 – Love your pet day**
It's #NationalLoveYourPetDay! Take your dog to one of our amazing off-leash dog parks in (insert city). Find a location here (insert a link to dog parks in your city) #LeashUpCleanUp

March

- **March 13 – K-9 Veterans Day**
It's #NationalK9VetransDay. We salute all our K-9 veterans throughout the state and in our community. They are always on a leash in public despite having years of training. #LeashUpCleanUp
- **March 23 – National Puppy Day**
It's #NationaPuppyDay! Celebrate today by going to adopt a puppy at your local shelter and don't forget to take the pledge to #LeashUpCleanUp (insert pledge link)
- **March 30 – Take a Walk in the Park Day**
It's #NationaTakeAWalkInTheParkDay While you are out enjoying a walk in the park with your four-legged friends, don't forget, they must be on a leash when not in designated off-leash areas. It's the law. #LeashUpCleanUp

April

- **April 1-7 – International Pooper Scooper Week**
It's #InternationalPopperScooperWeek Remember to always do your part and clean up after your pet. #LeashUpCleanUp
- **April 26 – May 2 – National Scoop the Poop Week**
It is important to scoop the poop after your dog does its business. #NationalScoopThePoopWeek
- **April 10 – National Hug Your Dog Day**
It's #NationalHugYourDogDay, share your photos of your four-legged friends with us! #LeashUpCleanUp
- **April 22 – Earth Day**
It's #EarthDay and the perfect day to be reminded that dog waste that is not taken care of can also affect the environment. It contains toxins that seep into the soil as they decompose, ultimately affecting our fresh water supply. Water filtration systems are not designed to filter out dog waste. Eventually, it will make its way into our rivers, lakes, oceans, and drinking water. The Environmental Protection Agency warns that dog waste is as harmful to our environment as chemical and oil spills. The pathogens contained in dog waste can make local waters unusable and can cause serious illnesses in people.

- **April 23 – National Lost Dog Awareness Day**
It's #NationalLostDogAwarenessDay. The best way to keep your pet safe is to keep them on a leash when not in an off-leash area. #LeashUpCleanUp
- **April 26 – National Kids and Pets Day**
It's #NationalKidsandPetsDay share your family photos with your pups in the comments! #LeashUpCleanUp
- **April 26 – National Pet Parent Day**
Happy #NationalPetParentDay to all the amazing and responsible pet owners out there. #LeashUpCleanUp
- **April 30 – Adopt a Shelter Pet Day**
It's #NationalAdoptAShelterPetDay Celebrate today by going to adopt a dog at your local shelter and don't forget to take the pledge to #LeashUpCleanUp (insert link)

May

- **#NationalPetMonth – National pet month is in May**
It's #NationalPetMonth and we will be celebrating all month long with ways to celebrate your best friends! #LeashUpCleanUp
- **May 2-8 – National Pet Week**
It's #NationalPetWeek and we will be celebrating all week long with ways to celebrate your best friends! #LeashUpCleanUp
- **May 8 – National Dog Mom's Day**
We cannot forget to celebrate all the amazing dog moms out there. Happy #NationalDogMomsDay #LeashUpCleanUp
- **May 26 – National Take Your Dog To Work Day**
It's #NationalTakeYourDogToWorkDay here are some photos of our office celebrating, with leashes on and poop bags ready of course! #LeashUpCleanUp

June

- **June 6-12 – Pet Appreciation Week. First week in June.**
It's #NationalPetAppreciationWeek, what's your favorite way to show your pet some appreciation? How about taking them to their favorite dog park? #LeashUpCleanUp
- **June 21-25 – Take your pet to work week.**
It's #NationalTakeYourPetToWorkWeek, here are some photos of our office celebrating, with leashes on and poop bags ready of course! #LeashUpCleanUp
- **June 21 – National Dog Party Day.**
It's going to be a party here at (insert dog park name) as we celebrate #NationalDogPartyDay #LeashUpCleanUp

July

- **National Parks and Recreation Month**

August

- **August 10 – Spoil your dog day.**
How do you spoil your dog? #NationalSpoilYourDogDay
- **August 26 – #NationalDogDay**
It's #NationalDogDay take the pledge to #LeashUpCleanUp today! (insert link)

September

- **Sept. 20-26 – National Dog Week. Last full week in September.**
It's #NationalDogWeek. Celebrate by taking the pledge to follow the law and always keep your dog on a leash and pick up its poop. #LeashUpCleanUp
- **Sept. 25 – World's Largest Pet Walk.**

October

- **October: Adopt a dog month**
It's #NationalAdoptADogMonth. Celebrate by adopting a dog at your local shelter (Tag local shelter) and don't forget to take the pledge to #LeashUpCleanUp (insert link)
- **1st week of October – National Walk Your Dog Week.**
It's #NationalWalkYourDogWeek. Take your pooch for a walk in one of the amazing City parks, just remember your dog must always be on a leash when not in a designated off-leash area. #LeashUpCleanUp

November

- **Nov. 17 – National Take a Hike Day**
It's #NationalTakeAHikeDay and hopefully, you are celebrating by taking a hike with your dog, just remember, pick up your pet's poop and carry it out with you if there is not a trash can to toss it in.

December

- **Dec. 2 – National Mutt Day**

General Social Media Guidance

- **Polish Your Language**
Even if you normally pay little attention to spelling and grammar, try to use good punctuation and spelling so that your messages will be easily understood. When posting on Twitter with character limits, try to rephrase your post versus just shortening and abbreviating words.
- **Be Consistent with Your Posts**
Decide how often you plan to post and try to be consistent. Maybe you plan to post one Instagram post a day and three Facebook posts a week. You can increase your postings over time, just try to avoid posting 20 times in one day and then disappearing for two weeks.
- **Be Inclusive, Be Diverse and Be Positive**
Use positive language and avoid any expressions that express or imply ideas that are sexist, racist, or otherwise biased, prejudiced or discriminating to any particular group of people. Be respectful of those you take photos of, etc. Be sure to capture great moments outside your main area of work as well.
- **Use Photos and Videos**
Photos and videos catch people's attention, but make sure you mix it up and post different types of photos, people, activities, and events to keep your followers' interest. Free web and mobile apps like Canva (www.canva.com) can help you create stylized photos that you can use too.
- **Think of What You Want Your Audience to Do and Shape Your Message Around That**
You may not raise a lot of interest in a single tweet by simply inviting people to

join the campaign, but you can give them specific things they can do to let them know why this is important to the community. Instead of just saying, “#LeashUpCleanUp,” say, “Here are 5 reasons why it is important to clean up after your dog

Other Deliverables

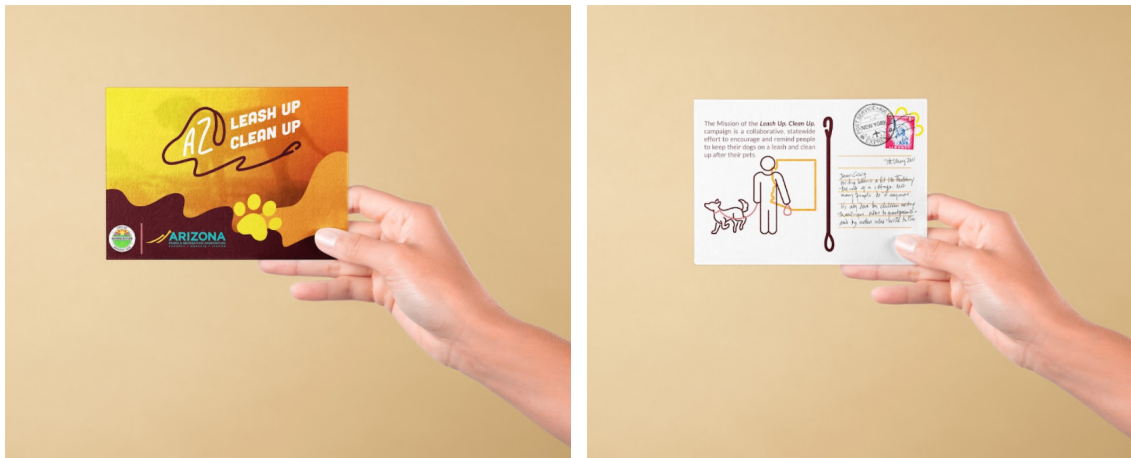
Use these templates to promote the #LeashUpCleanUp campaign throughout your city in other ways.

Signs



Click [HERE](#) to download

Postcards



Click [HERE](#) to download